

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: GD 254		Number of Credits: 3 Course credit policy (105)															
Course Full Title: Typography II Course Short Title: <i>(Transcripts only display 30 characters. Departments may recommend a short title if one is needed. If left blank, one will be assigned.)</i>																	
Faculty: Faculty of Humanities		Department (or program if no department): Graphic and Digital Design															
Calendar Description: Develop advanced skills in typography for transmedia design solutions. Analyze the conceptual and communicative aspects of typographic composition. Master typographic grids and hierarchies, explore expressive form and visual language, and integrate advanced typographic systems.																	
Prerequisites (or NONE):		GD 154. Note: As of September 2020, prerequisites will change to: GD 154 and GD 204.															
Corequisites (if applicable, or NONE):																	
Pre/corequisites (if applicable, or NONE):																	
Antirequisite Courses <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Dual-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		Special Topics <i>(Double-click on boxes to select.)</i> This course is offered with different topics: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, topic will be recorded when offered.)</i>															
		Independent Study If offered as an Independent Study course, this course may be repeated for further credit: <i>(If yes, topic will be recorded.)</i> <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit															
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar hours</td> <td>20</td> </tr> <tr> <td>Tutorials/workshops</td> <td>20</td> </tr> <tr> <td>Supervised laboratory hours</td> <td>20</td> </tr> <tr> <td>Experiential (field experience, practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Supervised online activities</td> <td></td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td>Total hours</td> <td>60</td> </tr> </table>		Lecture/seminar hours	20	Tutorials/workshops	20	Supervised laboratory hours	20	Experiential (field experience, practicum, internship, etc.)		Supervised online activities		Other contact hours:		Total hours	60	Transfer Credit Transfer credit already exists: <i>(See bctransferguide.ca.)</i> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Submit outline for (re)articulation: <input type="checkbox"/> No <input type="checkbox"/> Yes <i>(If yes, fill in transfer credit form.)</i>	
Lecture/seminar hours	20																
Tutorials/workshops	20																
Supervised laboratory hours	20																
Experiential (field experience, practicum, internship, etc.)																	
Supervised online activities																	
Other contact hours:																	
Total hours	60																
		Grading System <input checked="" type="checkbox"/> Letter Grades <input type="checkbox"/> Credit/No Credit															
Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Maximum enrolment (for information only): 24 Expected Frequency of Course Offerings: Annually <i>(Every semester, Fall only, annually, etc.)</i>															
Department / Program Head or Director: Karin Jager		Date approved: September 2019															
Faculty Council approval		Date approved: October 2019															
Dean/Associate VP: Jacqueline Nolte		Date approved: October 2019															
Campus-Wide Consultation (CWC)		Date of posting: October 18, 2019															
Undergraduate Education Committee (UEC) approval		Date of meeting: October 25, 2019															

Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Design typographic solutions in response to a creative brief
- Produce advanced page composition, visual hierarchy, and complex text formatting using best practices
- Develop typographic systems to support brand strategy and touchpoints
- Create expressive letterforms and customized typographic wordmarks
- Explore the conceptual potential of typographic form and visual language
- Employ appropriate tools for both analog and digital typographic applications
- Assess and articulate the successful application of typography
- Critically reflect on aspirational designers and their philosophies

Prior Learning Assessment and Recognition (PLAR)

☒ Yes ☐ No, PLAR cannot be awarded for this course because

Typical Instructional Methods (*Guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion.*)

Lectures, demonstrations, visual and participatory research, iteration, experiential learning, sprints, critiques, written reflections, and presentations.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (*If more space is required, download Supplemental Texts and Resource Materials form.*)

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Hyndman, Sarah	Why Fonts Matter	<input checked="" type="checkbox"/>	Gingko Press	2018
2. Hall, Sean	This Means This, This Means That, A User's Guide to Semiotics	<input checked="" type="checkbox"/>	E-Book	2012
3. Lupton, Ellen	Thinking with Type: A Critical Guide for Designers, Writers, Editors, and Students	<input checked="" type="checkbox"/>	Princeton	2014
4. Bringhurst, Robert	The Elements of Typographic Style: Version 4.0	<input checked="" type="checkbox"/>	Hartley & Marks	2013
5. Noble, Ian; Bestly, Russell	Visual Research, An Introduction to Research Methodologies in Graphic Design	<input checked="" type="checkbox"/>	Bloomsbury	2016

Required Additional Supplies and Materials (*Software, hardware, tools, specialized clothing, etc.*)

Internet connection, MAMP, Google fonts, subscription to Adobe CC, Lynda.com, and access to an Apple computer.

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	80%	Lab work:	20%	Total:	100%
-------------	---	--------------	-----	-----------	-----	--------	------

Typical Course Content and Topics

Weeks 1–4: Type and Experimentation – Developing visual language. Working with accessibility and complexity by exploring meaning through type and image compositional relationships and materials. Readings: Type, Image, Message, Skolos + Wedell. Project 1 assigned Week 1, due Week 5.

Weeks 5–6: Working with letterforms, craft, and motion. Developing a wordmark. The emotional qualities of typefaces. Readings: Why fonts matter, Chapters 4 to 9 and select chapters from This Means This, This Means That, A User's Guide to Semiotics. Project 2 assigned Week 5, due Week 7.

Week 7: Type and Brand Identity: Introducing the idea of dynamic brands in transmedia applications. Typography as a catalyst for cultural connection, persuasion and engagement. Exploring type only design systems and designed experiences. Establishing typography as essential to a brand strategy. Audience, interaction and brand touch points. Defining project objectives and context. Applying visual research methodology (investigation, analysis, systems, semiotics, semantics and design). Readings: Visual Research, Chapters 1 and 2 – Why and how? Ways of Thinking. Project 3 assigned, due Week 10.

Week 8: Transmedia applications, from large scale displays and retail environments to packaging, posters, web, and digital publications. Working with complexity and creating graphic standards for a typographic design system. Choosing typefaces that become the voice for a brand strategy. Creating a style guide for print applications and web type. Print vs. web type, where they overlap, and where they don't. Readings: Visual Research, Chapter 3 – Theoretical and Practical Models and The Elements of Typographic Style, Chapter 6 – Choosing and Combining Type.

Week 9: It's in the details. Typographic best practices. Strategies for large amounts of content, information hierarchy, big and small sizes, and typographic systems for digital and print. Readings: Thinking with Type, Grid (pgs. 148-206) and The Elements of Typographic Style, Chapter 8 – Shaping the page.

Week 10-13: Type in systems and contexts. Explore typographic and design milestones, and the aspirational creative practitioners behind them. Research one designer, analyze their design philosophy, and critically assess their approach. Write a 1,000 word essay and use this as a basis for a zine (digital or print). Express your own opinions, develop a theme, include heads and subheads, and typographic compositions. Visually construct the zine to reflect the designer – focus on an issue and/or celebrate their creative practice. Consider how the format (binding, size, and material) of the publication works with the typography and reflects the content. Project 4 assigned Week 10, due Week 13.